

PRODUCT ORDERING SYSTEM**ABSTRACT**

- 5 A method and implementing TV system are provided in which, software products, which may be associated with a TV commercial being played, are presented to viewers in connection with the related commercial. In an exemplary embodiment, a menu screen is presented and viewers are
- 10 enabled to select a "purchase" option associated with a software product. The software product may be downloaded, after purchase, in the "background" to the purchaser while the purchaser views the next segment of a TV program, or the software may be downloaded to the viewer's set prior to the
- 15 presentation of the commercial for faster delivery and subject to later deletion if the software is not ordered by the viewer within a given time period associated with the presentation of the commercial.

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